

# Amarillo, Texas

## Comprehensive Plan



## Request for Proposals

November 2008

# Amarillo, Texas: Introduction

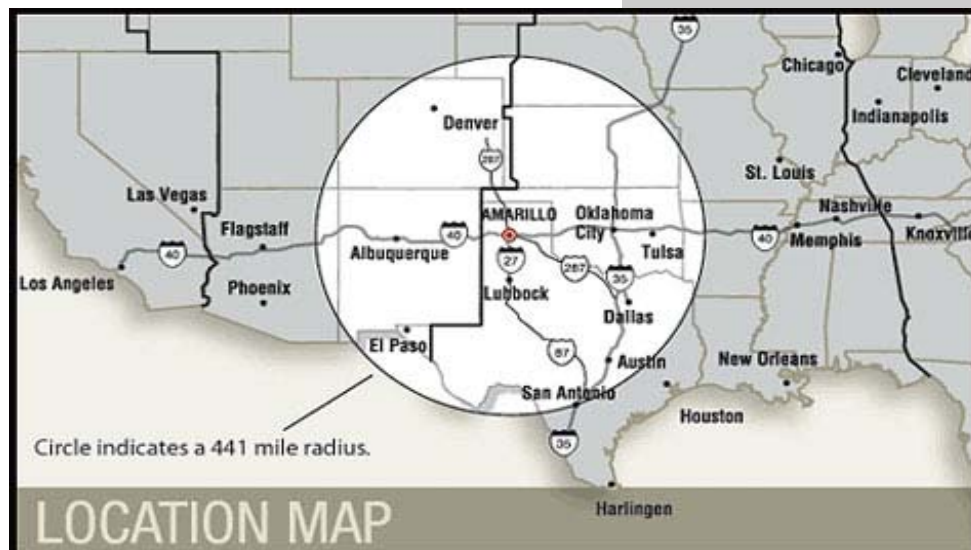


## Introduction

The City of Amarillo is seeking to engage a planning consultant for the purposes of developing and implementing a comprehensive plan for the City. Amarillo is a growing community located in Potter and Randall counties in the central Texas panhandle. Since the adoption of the last comprehensive plan in 1985 when the City's population totaled an estimated 153,000, the community has grown to more than 190,000 with significant development activity occurring over the last ten years. The City has tried to update the plan when possible by updating demographics. However, limited staff resources coupled with increasing growth activity has resulted in a Comprehensive Plan that has become ineffective in addressing current issues related to an expanding community. As a result, Amarillo's Comprehensive Plan needs have become more significant than simply a retooling of the existing plan.

The City is seeking an up to date comprehensive plan in order to:

- Provide a framework to promote orderly growth, development, and redevelopment of the community, consistent with the values, goals, and objectives of the community.
- Preserve and improve neighborhoods and the overall quality of life.
- Promote economic development and improve community character.



# Amarillo, Texas: Community Profile



## Community Profile

The City of Amarillo has an estimated 2008 population of 190,042 and has experienced a steady 1—2% annual growth rate for the last 25 years. Although considered “manageable” growth when compared to other areas of Texas, Amarillo has recently experienced a significant amount of growth both within the corporate limits and outlying areas which is providing a challenge regarding provision of infrastructure. Over the last 11 years, the City has seen the addition of over 7,000 single-family dwelling units and over 2,000 multi-family units. The majority of this growth has occurred in the southwest quadrant of Amarillo.

Existing retail and commercial development is primarily located along the major interstates (I-40 & I-27). However, as the population continues to expand, other properties are quickly developing along the Soncy/Hollywood (State Loop 335) corridor providing new residential and commercial development opportunities and challenges. Such challenges are also beginning to be experienced in the northwest and southeast quadrants of the City.

Although the structure of government for the City of Amarillo begins in the hands of its 190,000 citizen-constituents, Amarillo has a Commission-Manager form of government. The elected at large five-member City Commission appoints a City Manager who is charged with implementing the policies of the Commission as well as overseeing the day to day operations of City government. An appointed/volunteer Planning & Zoning Commission assists the City Commission and city staff in developing and implementing land development policy.

Amarillo MSA Projected Population		
Year	Texas State Data Center	Texas Water
	(Scenario 0.5)	Development Board
2000	226,522	226,522
2005	240,533	-
2010	254,719	253,712
2015	268,621	-
2020	282,450	283,099
2025	295,874	-
2030	308,552	310,323
2035	320,253	-
2040	330,717	341,169

Sources: Texas State Data Center (2006 projection) and Texas Water Development Board (2006 projection)

# Amarillo, Texas: Scope of Services



## General Scope of Services and Tasks

### Plan Elements

The comprehensive plan is viewed primarily as a land use and urban design plan. However, by necessity it will need to address related issues. The comprehensive plan is also envisioned as both a physical plan and a policy plan to guide development citywide, and is intended to serve as a framework for subsequent, more detailed planning. The City has established the following plan elements to serve as a guide for plan's development. The consultant is welcome to suggest creative or innovative additions or modifications to these components.

- *Citywide Profile:* Prepare a profile of the City of Amarillo, including history, location and general physical characteristics. Include a background of the comprehensive planning process.
- *Development of Goals, Objectives and Policies:* Prepare detailed goals, objectives and policy statements that will be used as a guide for evaluating development proposals in the planning area.
- *Demographic and Population Analysis and Projections:* Prepare demographic and economic profile based on collection and analysis of data, including population projections and trends of socio-economic variables.
- *Inventory of Existing Conditions:* Prepare profile of existing conditions for land use, natural environment, thoroughfares and transportation, community facilities, educational facilities, and other salient topics. Provide general maps if applicable.
- *Land Use Plan:* Clearly define all land use categories and establish criteria to be utilized in determining the location of these uses. Analyze the locations for future community and educational facilities. Provide general land use map.
- *Transportation Plan:* Define current and future circulation patterns for pedestrians, bikes and motor vehicles,. Analyze existing thoroughfare system for improvement.

# Amarillo, Texas: Scope of Services



## **General Scope of Services and Tasks**

### **Citizen Participation**

Public input is a vital part of the planning process. It instills a sense of pride and ownership in the plan with the community, thereby leading to a greater desire to implement its goals and objectives. The Consultant shall design, implement and guide the public participation process incorporating effective and innovative participation techniques. This process should include any formal committees or other mechanisms deemed necessary. Such mechanisms could include conducting public participation forums, developing and utilizing neighborhood citizen planning groups, or putting in service the City's Internet presence.

### **Implementation**

The most common criticism of any plan is that it sits on a shelf and gathers dust. In order for this plan to avoid this fate, the plan shall include an aggressive and rational work program or strategy for implementation of the goals and objectives of the plan.

### **General Products Expected from the Planning Process**

- Completed Plan document with recommended policies, associated data and supportive tables, graphics, charts and maps.
- Reproducible plan document, including 20 original copies.
- Electronic file of plan document: Microsoft Office 2000 compatible format.
- Land use map in Arcview 9.2 compatible format with summary of major recommendations.

### **Study Schedule**

Project participation by the selected consultant is anticipated to begin in February 2009. Although the final completion of the plan is somewhat dependent upon the interaction with and decision making speed of the City government, the entire plan should be completed in draft form no later than January 1, 2010, with final adoption no later than April 1, 2010.

# Amarillo, Texas: Consultant Information



## Information for Consultants

### Form of Proposals

The consultant proposal should include the following information:

- Description of the firm's interest in participating in the project.
- Names and titles of professionals and support staff who will directly work on the project. If the project is to be a joint venture between several consulting firms, the proposal should so state.
- A proposed work program to respond to the scope of work in this RFP.
- Description of up to five completed projects indicating relevant experience and including a brief description of the projects, client and phone number, budget, and role.
- Names, addresses, and telephone numbers of references or clients for whom the consultant has recently performed services.
- Brief resumes of key consulting staff as well as those who will be directly involved in the completion of this project.

### Evaluation of Proposals

The following criteria will be considered in evaluating the proposals and selecting a consultant:

- The firm's specific approach to the project. Although the City has identified a general nature of services required, the consultant is given broad leeway toward approach and methodology to provide the requested services (40%).
- Capabilities and previous experience in comparable projects of this kind and the specialized experience and technical competence of the consultant (30%).
- Past record of performance on contracts with other governmental agencies of public bodies, including such factors as quality of work, control of costs and ability to meet schedules (20%).
- Capacity of the consultant to perform the work in a timely manner(10%).



# Amarillo, Texas: Consultant Information



## Information for Consultants

### Selection of Consultant

A committee consisting of members of the City Commission, Planning & Zoning Commission and City staff will select the consultant. All proposals are considered public records. The committee reserves the right to request additional information from consultants submitting proposals. The committee may schedule interviews from a short list after a review of proposals.

The City of Amarillo reserves the right to reject any or all proposals and the right in its sole discretion to accept the proposal it considers most favorable to the City's interest. The City further reserves the right to reject all proposals and seek new proposals when such procedure is deemed reasonable and in its best interest.

### Method of Compensation

Upon selection, the city will propose a contract to the consultant for review. The contract will be for a not-to-exceed amount, with reimbursement on a monthly percentage-of-work performed or, if agreed upon, based upon a lump sum amount associated with completion of predetermined phases.

### Additional Information

1. Attached is an area map that shows Amarillo streets and its current corporate boundaries.
2. To further assist the consultant, copies of the 1985 Amarillo Comprehensive Plan are available for review at the Planning Department, 509 SE Seventh Ave, Amarillo, TX 79101, from 8 a.m. to 5 p.m. Monday through Friday. The City's Zoning Ordinance and Subdivision regulations are contained in the City's Municipal Code and can be viewed on the City's website at [www.amarillo.gov](http://www.amarillo.gov). Zoning regulations are found in Chapter 4-10. Subdivision regulations are found in Chapter 4-6.

# Amarillo, Texas: Proposal Instructions

## INSTRUCTIONS FOR PROPOSALS

1. Proposals must be submitted to:  
Trent Davis, Purchasing Department  
City of Amarillo  
509 SE Seventh Ave., Room 307  
Amarillo, TX 79101
2. Eight (8) copies of the proposal must be received at the above address by 5:00 p.m. of Friday, December 19, 2008. The proposal package should be labeled "COMPREHENSIVE PLAN".
3. Any questions concerning proposals should be directed to Trent Davis, Purchasing Department, City of Amarillo. All questions must be submitted either by fax (806-378-9494) or by email (trent.davis@amarillo.gov). All questions and answers will be made available to all interested parties.
4. If you consider any portion of your proposal to be confidential and/or proprietary and that disclosure of its contents to competitors would cause you substantial competitive harm, you must clearly identify those portions of your proposal by putting the term **CONFIDENTIAL OR PROPRIETARY** in bold letters on the applicable page(s). The City will attempt to protect the identified portions from disclosure to the extent possible under the law. You will be given notice of any request for disclosure of the identified information and given the opportunity to support your claim of confidentiality before the Texas Attorney General.
5. Interviews will be conducted with proposers submitting proposals determined to be reasonably qualified for selection for award. Fair and equal treatment will be shown to all proposers with respect to any opportunity for discussion and revision of proposals. Such revision may be permitted after submissions and prior to award for the purpose of obtaining best and final offers.
6. Per the terms of Chapter 176 of the Texas Local Government Code, should any proposer be awarded all or any part of the goods or services on which this Bid or Proposal solicits a return, then it is the proposer's sole responsibility to provide the City of Amarillo, with an updated Conflict of Interest questionnaire, Form CIQ. The proposer must file the updated form within 7 days after learning that a prior filing (if any) is no longer accurate. This form and the names of the City Commissioners, Mayor, City Manager, and Assistant City Manager is available





# Amarillo, Texas: Proposal

## INSTRUCTIONS FOR PROPOSALS (Continued)

7. Prior to the award of the contract the recommended proposer must furnish and place on file in the purchasing department an insurance certificate in compliance with the City Standard Certificate of Insurance Specification 2.04 including a waiver of subrogation. (see attached accord form)

